



# RIVER CENTER

Source: Baton Rouge River Center, SMG

## BATON ROUGE RIVER CENTER

Located on the banks of the Mississippi River, the newly-expanded Baton Rouge River Center has helped to completely transform Downtown Baton Rouge. The entire complex, including the Arena and Theatre for the Performing Arts, as well as the Exhibition Hall, includes more than 200,000 square feet of renovated space, and incorporates state-of-the-art exhibition, meeting, concession and kitchen facilities. The 70,000 square foot Exhibition Hall can be combined with the existing Arena to create more than 100,000 square feet of contiguous exhibit space.

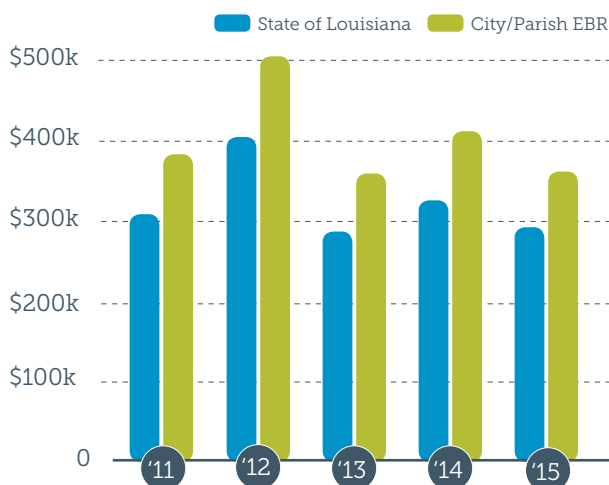
**2 million**  
ATTENDEES OVER LAST 5 YEARS

**353** actively employed  
FULL-TIME & PART-TIME AT THE RIVER CENTER



- 66% Metro Area Residents
- 15% Residents <100 Miles
- 6% Residents 100-200 Miles
- 13% Residents >200 Miles

### STATE & LOCAL SALES TAX COLLECTED



### ATTENDANCE BY VENUE

ATTENDANCE:	2011	2012	2013	2014	2015
Arena	172,690	181,032	154,314	169,961	160,277
Ex-Hall	85,741	285,062	57,263	50,506	48,596
Theater	93,000	6,830	79,019	84,769	87,151
Ballroom	30,802	41,155	54,767	41,632	64,581
Meeting Rooms	8,923	7,420	6,786	1,534	3,005
Pelican	0	0	0	130	0
Riverview	0	0	0	20	0
<b>TOTALS</b>	<b>391,156</b>	<b>591,499</b>	<b>352,149</b>	<b>348,552</b>	<b>363,610</b>

### NUMBER OF EVENTS BY VENUE

ATTENDANCE:	2011	2012	2013	2014	2015
Arena	167	124	140	159	138
Ex-Hall	62	188	87	41	43
Theater	102	77	80	72	73
Ballroom	28	52	45	56	77
Meeting Rooms	23	27	41	16	10
Pelican	0	0	0	2	0
Riverview	0	0	0	1	0
<b>TOTALS</b>	<b>382</b>	<b>468</b>	<b>393</b>	<b>347</b>	<b>341</b>



# MAJOR RIVER CENTER EVENTS

## ECONOMIC IMPACTS

The River Center has played host to the biggest names in entertainment including Elton John, The Jacksons, Jeff Foxworthy, Fleetwood Mac, Diana Ross, George Clinton and Parliament Funkadelic, Larry the Cable Guy, Neil Diamond, Barry Manilow just to name a few. The walkability between the Baton Rouge River Center, hotels, restaurants and attractions is a common prerequisite for hosting national conventions and larger events. The economic impact of River Center events on downtown hotels, entertainment venues, restaurants and attractions is enormous when you consider all of the direct and indirect impacts that these large productions create.

### MISS USA PAGEANT 2014/2015

The MISS USA Pageant delivered an unprecedented amount of national and international exposure for Baton Rouge in both 2014 and 2015. Local and state officials commented on the unprecedented exposure it gave Baton Rouge and Louisiana as a great tourism destination. Social media exposure alone during the visit of the contestants as they made their way around the city was of tremendous value, and hotels were booked as family and friends attended the event to show their support.



### LARGE ARENA PERFORMANCES

Undeniably the biggest pop star the music industry has ever discovered, Elton John and his band returned to Baton Rouge for the first time in over 20 years in March of 2013. Over 10,000 seats were completely sold out, and restaurants and bars were full for the largest concert of the year. The Beach Boys, Robert Plant, Cirque du Soleil, Disney on Ice, James Taylor in concert, Sesame Street Live and Monster Jam are among the many exciting events planned for 2016.



### US BOWLING CONGRESS

Baton Rouge has been selected to host the 2017 US Bowling Congress Women's Championships and the 2025 Open Championships. The USBC Women's Championships is the world's largest annual participatory sporting event for women, attracting between 30,000-40,000 bowlers annually over 90-120 days. The Open Championships is the world's largest annual participatory sporting event, attracting between 12k and 17k 5-player teams. In 2012, Baton Rouge hosted the event. In total, 59,000 USBC bowlers and 11,600 guests from all over the country visited Baton Rouge for this event.



### SOCIETY OF AMERICAN FORESTERS

In 2015, Visit Baton Rouge and the City of Baton Rouge hosted the Society of American Foresters National Convention, and the overall downtown package made a huge difference in bringing the Society of American Foresters to this city. Last year, this annual national convention brought in over 1,400 people representing Canada and all 50 States who were able to experience a week of all that Baton Rouge has to offer. The economic impact was estimated at \$1.3 million.

